*Bias: A CBS Insider Exposes How the Media Distort the News*

Minnie Payne

University of North Texas

March 10, 2019

This book report was prepared for JOUR 5050, taught by Dr. Roy Busby

Bernard Goldberg, a former CBS reporter/analyst, wrote an article for the *Wall Street Journal* about media bias which had an effect on the way the public sees the news, but not as deep an effect until 2001 when his *New York Times* #1 bestseller *Bias: A CBS Insider Exposes How the Media Distort the News* came out. (Goldberg, 2001, p. xiii)

A great deal of politically related words are used throughout the book, e.g., conservative, liberal, left, right. By blowing the whistle on media bias, Goldberg took a chance of losing his job and receiving a lot of flack from media entities. After much trial and tribulation, in the summer of 2000, after 28 years with CBS, he was allowed to graciously bow out at retirement age. (Goldberg, 2001, p.213)

*Keywords*; liberal media bias, Dan Rather, CBS, slanted

Any good writer can learn from *Bias*. Author Bernard Goldberg does not pull any punches and tells it like it is – news is often biased. He compares it to the Mafia. (Goldberg, 2001, p.9)

Networks like ratings and income. Writers like bylines. Goldberg’s good ethics got the best of him and futile attempts of complaining to management fell on deaf ears. On Feb. 8, 1996, at the complaint from a layman and a review of a Dan Rather CBS newscast, he wrote an op-ed for the *Wall Street Journal* about Rather slanting the news. And, so, the ax-grinding began.

Goldberg was born on May 31, 1945, in New York City. He is Jewish and a 1967 graduate of Rutgers University, New Brunswick, N.J. He grew up in a blue-collar family, rising to a to a CBS News producer, first in Atlanta. In 1974, he was promoted to a reporter; two years later, he was a correspondent. His first book, *Bias: A CBS Insider Exposes How the Media Distort the News*, was a 2001 bestseller. Subsequently, five additional books on the media were published. Presently, he reports on FOX News and is a recipient of major awards.

An Amazon reviewer writes:

In his nearly thirty years at CBS News, Emmy Award winner Bernard Goldberg earned a reputation as one of the preeminent reporters in the television news business. When he looked at his own industry, however, he saw that the media far too often ignored their primary mission to provide objective, disinterested reporting. Over and over, he saw that the news slanted to the left. For years, Goldberg appealed to reporters, producers, and network executives for more balanced reporting, but no one listened. The liberal bias continued.

Now, breaking ranks and naming names, he reveals a corporate news culture in which the closed-mindedness is breathtaking and in which entertainment wins over hard news every time.

His exact methods of research are not stated but a great deal of his writing appears to be based primarily from actual work in the media. His down-to-earth style makes for easy reading. And even though some of the people with whom he worked were disgruntled because he exposed them, he never seemed to feel the same about them. He just wanted something done about news people slanting the news. Dan Rather never forgave him. “This was the same word Rather was using, saying he would ‘never’ forgive me for what I had done.” (Goldberg, 2001, p.212)

Goldberg was dogged in proving that news is slanted. *Bias* exposed that and opened a lot of people’s eyes. Ironically, in 2005, CBS forced Dan Rather to resign for misstating facts in a former President George W. Bush story, which alleged that Bush was declared unfit for duty and suspended while in the Texas Air National Guard. Also alleged were reasons that Bush did not serve in combat and received generally good performance reviews that were politically tied. (Goldberg, 2001, xiv)

*Bernard Goldberg Wiki, Wife, Children, Family, Bio, Net Worth.* Retrieved from:

<http://marrieddivorce.com/tv-celebrity/bernard-goldberg-wiki-wife-children-family-bio-net-worth.html>

*Bernard Goldberg’s Wiki-Like Bio.* Retrieved from:

<http://marrieddivorce.com/tv-celebrity/bernard-goldberg-wiki-wife-children-family-bio-net-worth.html>

*Career as Journalist*. Retrieved from:

<http://marrieddivorce.com/tv-celebrity/bernard-goldberg-wiki-wife-children-family-bio-net-worth.html>

Review*.* Retrieved from:

Amazon. <https://www.amazon.com/Bias-Insider-Exposes-Media-Distort/dp/1621573117>